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GOOD NEWS FOR YOU

WE HAVE good news for you. In spite of rising production costs we have been able to lower, or at least maintain, many of the prices of the dahlias offered you in this, our 1948 catalog. Again we have enjoyed a wonderful root crop. Release also of much needed mechanical equipment has cut labor costs. These factors combine to make our production and handling cost per root less, and we are happy to be able to share this reduction in cost with you.



BOBBE DEAN



SUZANNE DIMM

Coming . . .

A New Type Dahlia!

These are exceptionally small. The single daisy-like flowers, some varieties of which are $\frac{3}{4}$ of an inch in diameter, and none of which are over $1\frac{1}{4}$ inches across, have nonetheless, sturdy stems at least 6 inches long. The colors are in selfs and two tones in a range through the yellows, pinks and reds and are very clear and sparkling. The plants are compact, growing from 1 to 2 feet in height—wonderful for borders or low massing. The little bushes are literally covered with bloom from early summer until frost. These charming new type dahlias will be on the market in 1949 or 1950. They are being developed by Mr. and Mrs. Charles Cowan, and Dr. Hal L. Smith of Floristan Gardens.

FLORISTAN GARDENS

Introducing-

Floristan Gardens Dahlia Creations for 1948

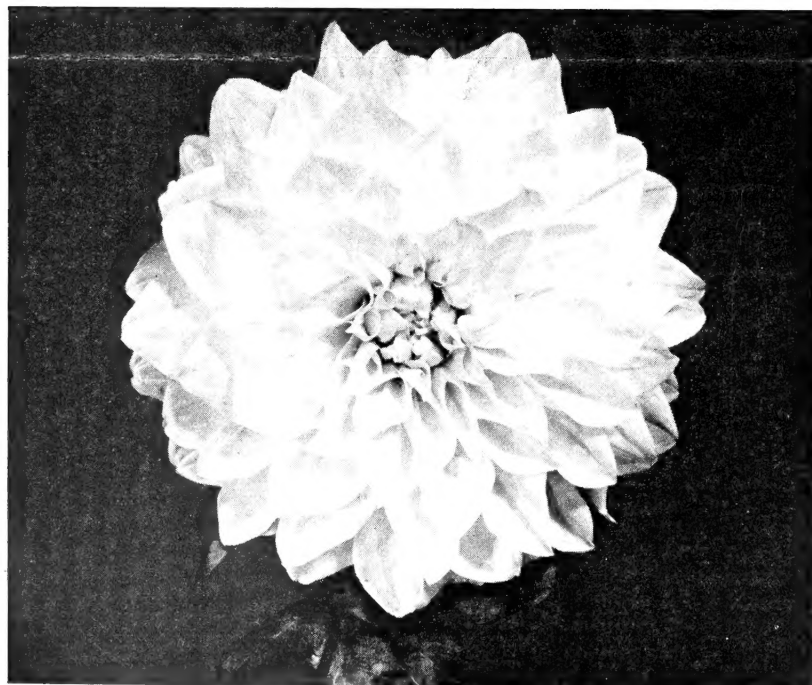
We are proud to present these truly outstanding dahlias. We believe they have exceptional merit, and that one, FLORISTAN'S SNOW BRIDE, is a really magnificent dahlia—a flower that will be grown for many years to come. Behind it—behind them all, are rigid tests and the high standards of Floristan Gardens.

THE RED KNIGHT

The color of this glorious 12-inch informal decorative is a rich currant red. It is nearly as deep as it is wide. Exceptionally long, curled and wavy petals sweep back from the high, pointed center to make a huge ball-like head of gorgeous proportions. A seedling of DAD SMITH and ELEANOR FISH (two of FLORISTAN GARDEN'S proud creations), RED KNIGHT gives the same dependable performance as do its parents. We planted a hedge of RED KNIGHT in our home garden which drew "Ohs" and "Ahs" of admiration from all beholders for its dramatic, heavily flowered beauty. The foliage is exceedingly large, leathery and dense. The stems are huge and long. The bush is sturdy and produces a constant crop of bloom and a good crop of roots. \$10.00

PINWHEEL

There is a feeling of swirling action to this fascinating cactus dahlia. The exceedingly long, very slender petals are seemingly sprayed out from the especially high center. Color seems to flow swiftly, too, from the rich yellow of the center petals which suffuses into a flame-like rosy orange in the outer rows. Even cut flowers in arrangements, standing where they are motionless, seem to be, by optical illusion, like pinwheels—exquisite balls of colored fire. The blooms do not seem to be as large as they actually are, yet they grow to 8 inches across by 5 inches deep. The stems, like all FLORISTAN GARDENS stems, are sturdy and long. The foliage is a deep, rich green and is heavy on the 4½-foot-high bush. A hardy, wonderful, good keeping flower and a beautiful garden specimen type. \$10.00



FLORISTAN'S SNOW BRIDE

Here is a huge formal decorative that will be difficult to describe in other than superlatives. The white is absolutely pure, clear, sparkling, spotless, unsullied by the slightest hint of color. An exquisite silver sheen overlays each petal. Yet it is the toughest, most rugged flower we have ever seen. The white purity of the bloom remains untouched or marred after the heaviest of rains, the chilliest of nights, the hottest of noonday suns. Nothing seems to hurt it or spoil its fragile looking beauty. The unusual madrona green foliage is very dense and heavy, although the individual leaves are not large. The stems, even by FLORISTAN GARDENS standards, are exceptionally long and heavy. The bloom is easily grown to 10 inches, the bush to 5 feet. Here's the peer of them all for garden beauty and use in church, hall, altar work and for wedding arrangements, or formal, large room.s.....\$10.00

CHARLOTTE HOWITT

This full sister to our famous BOBBE DEANE is not a BOBBE DEANE type but has all this wonderful dahlia's grace, good keeping qualities, habits, and placement of flowers. The color is a pink, deeper in tone than La France, in the petal reverse, and a pinky tan and rich yellow blend on the petal face. Golden petaloids, like a small child's ringlets, curl around the neat, tight center. The blooms are two-thirds as deep as wide, growing to 6 inches across and 4 deep. The rather small leaves are leathery but not dense on the 5-foot bush. The soft, glowing color, good form, and stout stems, make this formal decorative a coming favorite as a cut flower. Holds up in shipping.....\$5.00

Floristan Gardens BEAUTIFUL PEDIGREED DAHLIAS

Since space in this list is limited we have not endlessly repeated descriptions of qualities that each of our dahlias share. **Every** FLORISTAN GARDENS PEDIGREED DAHLIA presented here has a long, strong vital stem, except one, and the description of this carries notation of its short length. Each bloom has good facing habits. Each dahlia is strong, healthy and disease-resistant. In fact, all conform to the finest dahlia standards.

IF YOU LIKE LARGE DAHLIAS, WE RECOMMEND THESE

ALICE DAVIS i.d. (Floristan Gardens) Bloom 8" x 4".
Bush 4'.

This would be the light yellow of first primroses save for a faint suggestion of pink. The high pointed center is a bright golden yellow. For all its size the flower is dainty looking yet it has lots of character and good keeping qualities. The foliage is harmoniously light green in color and fern-like in deeply cut leaves. . \$2.00

BEAUTY c. Bloom 6" x 5". Bush 6'.

This crystal yellow is a beautiful bloom to use as an accent in a flower arrangement. The petals are twisting and quite incurved. It's one of the best cactus dahlias for cut flowers and a gorgeous garden flower. \$1.00

BLUE HORIZON i.d. (Tryon-Franklin) Bloom 10" x 4".
Bush 6'.

Winner of the American Home Achievement Medal and Honor Roll Dahlia. The large French violet blooms have a decided blue cast. The long petals are pointed and the centers are absolutely tight. A good stiff stem holds the flower well out of the foliage. Low branching laterals. This has been a consistent prize winner in the Pacific Northwest. Excellent keeping qualities on the bush and when used as a cut flower. \$1.50

BLUE RIVER f.d. (Salem) Bloom 9" x 3". Bush 4'.

The nearest to blue in dahlias—a rich, French violet—a striking and lovely tone. A good cut flower. 50c

BOBBE DEANE f.d. (Floristan Gardens) Bloom 8" x 6".
Bush 7'.

Storrs Connecticut Trial Gardens says it is "geranium pink with maize yellow". East Lansing, Michigan, Trial Gardens says it is a "La France pink with warm buff". At any rate, the color is exquisite and the flower is as hardy and strong as it is beautiful. A wonderful keeper. Under trial as a cut flower, it was kept by the United Florists for 18 days in good condition. By hundreds of professional men it is considered the best cut flower ever produced. An outstanding dahlia. \$2.00



Mrs. Ralph C. Parkhurst has used cypress in a telling effect in the sturdy glass brick to set off the bronze yellow of Colleen Moore, in a graceful use of the larger dahlias. Photograph by Roy Leiser.

BRIDESMAID f.d. (Floristan Gardens) Bloom 8" x 7".
Bush 6'.

Silvery pink with the silver showing in the veinings and in a sheen over the broad and pointed petals. These twist and turn to such a degree as they ball toward the back that this dahlia also could be called an Informal. Foliage is a bright green. This is one of our favorites as it has all the fine Floristan Gardens' good points. \$1.00.

CAVALCADE f.d. Bloom 8" x 5". Bush 5½'.

An exquisite flower in a rosy mulberry with a golden sheen. The many petals are narrow and pointed, the center tight and low. The bloom faces out and slightly up on long, straight stems. Foliage is heavy. 50c

C. F. c. (Floristan Gardens) Bloom 5" x 4". Bush 6'.
A rich rose pink. Petals are so tightly revolute that a reverse of silver shows only on outer petals, in the tips, and near the heart of the bloom, where it blends into the chartreuse of the sepals. A constant bloomer—Only a slight difference in the size of the flowers early or late throughout a long season. \$1.50

CHARLES MASTIC f.d. (Mastic) Bloom 8" x 3½".
Bush 4'.

A one-toned bloom of a rich golden orange that in some seasons shows a pinkish cast. This flower has a fascinatingly different, stream-lined shape. It does not begin to round back until the petals in the last outer rows make a sudden sweep stemward. The young unfolding petals at the full center are gracefully curled. The maturing petals are broad and look as though they were ruffled on. An especially fine flower for cutting. 75c

IF IT'S A FLORISTAN GARDENS CREATION
IT HAS A STRONG, VITAL STEM

CLARA CARDER f.d. Bloom 12" x 3". Bush 3½'.

A true pink. This old favorite has a compact bloom and for all its huge size gives the impression of daintiness. A very good cut and garden flower.....75c

CLASSMAN i.d. Bloom 10" x 7". Bush 6'.

An especially striking combination of gold with rosy purple showing in the veins and reverse of the broad, rather flat petals. These twist and turn in a shaggy ball-like bloom that is almost as deep as it is wide.....50c.

COLLEEN MOORE f.d. (Floristan Gardens) Bloom 6" x 5". Bush 6'.

A bronze yellow with reflex of pink giving the bloom exciting shadows. A full sister of Bobbe Deane. The center is tightly curled. Bloom balls back so that it is almost completely round, and lifts high from very long straight stems. Bush blooms constantly. Foliage light shining green. A great favorite with florists and our customers who are proud of their arrangements....\$2.00

CONVENTION CITY i.d. (Hulin) Bloom 10" x 7". Bush 6'.

The hammered copper of this free and open flower is suffused with autumn shades. This is a striking dahlia to use in auditoriums, lobbies and large rooms, and it is equally beautiful in the garden. A prolific bloomer.\$1.00

CORNELIA BRYCE PINCHOT i.d. (Veile and Mendham) Bloom 10" x 5". Bush 5'.

A huge, shaggy dahlia with very wide petals that roll and curl from a high, deep colored center. As the bloom opens it is a clear, dark burgundy. The maturing outer petals show a glistening silver sheen in reverse and brighten into luscious rich blending fuchsia.....75c

DAD SMITH f.d. (Floristan Gardens) Bloom 7" x 5". Bush 5'.

A flaming Imperial yellow and scarlet. Very compact petals, rather flat and evenly placed. The straightness of the stems, the placement of the blooms, and the substance of the flower make this an outstanding dahlia. It can take abuse before and after picking and remain fresh. Wonderful for shipping and arrangements. A heavy bloomer. This is one of our finest creations. Took Sweepstakes two years in succession in pre-war Holland; Portland Gold Cup and other awards.....\$1.00

D'ARCY SAINSBURY f.d. (Australia) Bloom 9" x 4". Bush 5'.

This is one of the finest of large white dahlias. They are the palest of tones of green gold at the petal base, and twist to the outside edge of the florets. A wonderful flower to keep fresh under trying conditions. Excellent wedding flower and beautiful in the garden.....75c

DEUIL de ROI ALBERT i.d. Bloom 5" x 4". Bush 4'.

A popular dahlia for its bi-color, maroon tipped white, and also for its rounded form. While classed as an informal decorative it is so nearly a ball in type that it almost could be classified as one. Men like this one. 50c

DORA LOUES MILLER f.d. (Floristan Gardens) Bloom 14" x 8". Bush 4'.

An unusual and very beautiful mellowed shade of old gold and orange. The petals are slightly involute, broad and rounding at the tips. The bloom is compact with a ball-like center. Flower faces out on exceedingly long, strong stems. Bushy well shaped plant. This dahlia will win prizes wherever properly exhibited.....\$1.00

DOROTHY STONE f.d. Bloom 10" x 5". Bush 5'.

Here is another huge lady whose beautiful true pink color and long and narrow florets give her a lovely grace. The foliage of this dahlia is very decorative. It is variegated, with very light green, almost white, veins forming patterns in the dark green of the leaves...\$1.00

EDNA ROSAIA i.d. (Floristan Gardens) Bloom 8" x 4". Bush 4'.

Two tones of luscious cobalt rose with silver reverse and silver into cream at the high, pointed center, give this medium large dahlia a delicate and fragile look. Yet, robust in the garden and long lasting in arrangements, it is sturdy in character. The dense foliage is different from that of any other dahlia's, being almost like that of the tomato and a light spring green in color. **A 1948 Introduction**.....\$3.00

ELEANOR FISH f.d. (Floristan Gardens) Bloom 10" x 4½". Bush 5'.

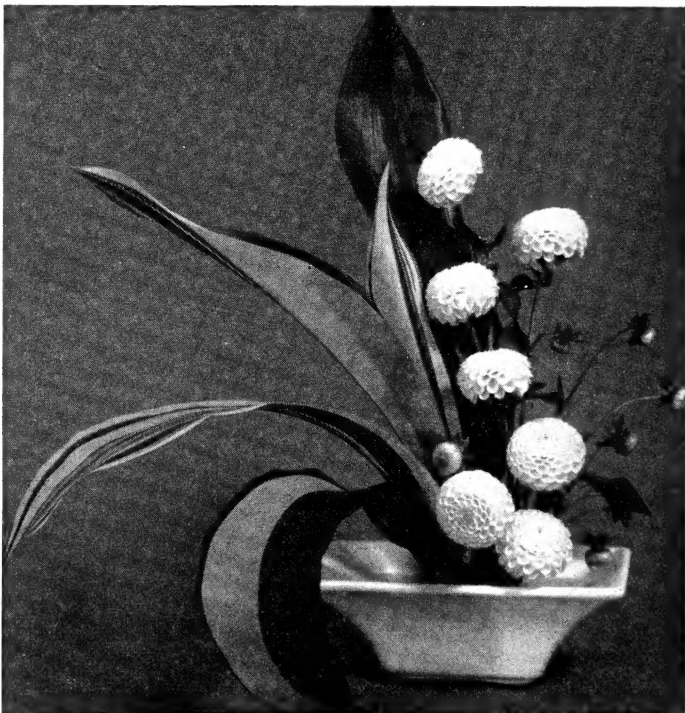
A bright, rich clear red. Petals are wide, flat and curl toward the back. A very high center. The favorite red of the florists. It's the heaviest bloomer we have...\$1.00

ELLEN WORTHERN s.c. (Garrity) Bloom 14" x 9". Bush 6'.

Salmon pink with no variation of color from center to back. Exceedingly long and very narrow florets loosely and gracefully placed. The flower balls back almost to the stem and is always over half as deep as it is wide. always has the fresh look of a young bloom.....50c

KATHERINE COWAN f.d. (Floristan Gardens) Bloom 7" x 4". Bush 5'.

When the bud opens, the folded florets are a bright wine color. As they mature and flatten out, this shade concentrates into several delicate hair lines that vein each brilliant Imperial yellow petal. There is no suffusion of color. This is one of Floristan Gardens' best, both for cutting and as a garden type. The bloom stays on the bush for days and does not shatter.....\$1.00



An arrangement for a Formal room of the pompon dahlia **CONNIE PATTERSON** with *Aspidistra Ludra* foliage in a low white bowl, by Mrs. Ralph C. Parkhurst. Photograph by Walter R. Dimm.

KENTUCKY COLONEL f.d. Bloom 7" x 4". Bush 6'.

A rich rosy violet blending into silvered blue violet at the tight center. An exceptionally beautiful flower and a hardy one. The petals are narrow and long and twist at the pointed tips. Foliage is heavy and deep green. 50c

LILLIAN NOSER f.d. (Floristan Gardens) Bloom 14" x 8".
Bush 4'.

This huge bloom is a soft lavender pink with silver veining and a silver sheen over the very broad petals. The center is tightly curled with deeper lavender showing in the pink. Some petals are slightly involute, giving an especial gracefulness to the large disc-shaped blooms. A handsome dahlia with all of Floristan Gardens' best features. Admired in our gardens.....\$1.00

MABLE ARUNDEL f.d. (Floristan Gardens) Bloom 9" x 5".
Bush 5½'.

A most exceptionally beautiful bloom of delicate colors that blend from lavender shadings into apricot into gold at the tight high center, and with a golden blending in the reverse and at the tips of the pointed petals. Gracefully placed petals that turn a little at the tips. Heavy thick foliage. One of our finest creations.....\$2.00

MARGARET IVY s.c. (Floristan Gardens) Bloom 8" x 6".
Bush 5'.

One tone of orange apricot. Petals are so revolute and pointed they seem especially narrow. Flower is open. Center exceedingly high. Foliage quite heavy. This is a temperamental beauty but well worth the effort to grow it. Very effective in arrangements.....75c

MAY WARNER f.d. (Floristan Gardens) Bloom 6" x 4".
Bush 4'.

A silvery delicate pink that looks fresh even when almost falling to pieces. Petals are open and pointed. This is an ideal dahlia for mass planting and borders. All it needs is crowning out. It grows to a uniform height. The new blooms cover the old which do not require picking. The blooms top short straight stems at foliage height. The bush looks like a huge bouquet.....50c

MISS BOEING f.d. (Floristan Gardens) Bloom 7" x 5".
Bush 6'.

A soft true pink with just a suggestion of peach. The high centered flower is so free and open it could be classed also as an Informal. A profuse bloomer with exceedingly long stems that hold the long-lived blooms high. An outstanding and beautiful dahlia.....\$3.00

MISS PUGET f.d. (Floristan Gardens) Bloom 9" x 4".
Bush 4'.

A delightful buff with a delicate pink flush. Petals of the disc-like bloom are broad, flat and pointed at the tips. The center is compact and ball-like. This dahlia, by crowning out, can be effectively used for borders, and mass plantings and equally good for cutting. 50c



The colors in this arrangement by Mrs. Ralph C. Parkhurst are as burnished as the copper container. Textures are also suitable. The dahlias are JUNE ST. CLAIR and HELEN HERRICK MALSED, a collarette, we will have in 1950. Photograph by Roy Leiser.

MRS. F. F. POWELL f.d. (Floristan Gardens) Bloom
8" x 7". Bush 6'.

One beautiful constant tone of Spanish scarlet tempered with madder. Will not sunfade. Petals are broad and twist slightly. Flower is open and faces out and up. Foliage exceedingly heavy and rough. A wonderful garden and cut flower. Good producer.....\$1.00

MRS. HAL L. SMITH i.d. (Floristan Gardens) Bloom 10"
x 6". Bush 6'.

This 1946 introduction is a hauntingly beautiful and quite indescribable color — a delicate, iridescent mother-of-pearl blending. The petals are narrow and twisting and the bloom rounds back gracefully so that the full size of the bloom isn't realized at once — it looks like a huge, graceful ball. The flowers face up and out on wonderful long stems and are particularly delightful in arrangements. We tried to get colored photographs of an exquisite arrangement of Mrs. Hal L. Smith with autumn foliage made by Mrs. Ralph C. Parkhurst, but the colors were too elusive to catch on film. We'll try again..\$2.50

IF IT'S A FLORISTAN GARDENS CREATION
IT HAS A STRONG, VITAL STEM

NAGEL'S ORANGE c. Bloom 5" x 4". Bush 6'.

These almost round blooms are in one tone of beautiful warm orange. The very long slender petals are slightly incurved and the blooms lift on long, strong stems. A wonderful cut flower. Effective in arrangements. .\$.1.00

PANTATA f.d. (Floristan Gardens) Bloom 12" x 6".
Bush 4'.

One of our 1946 Introductions. An exceedingly beautiful dahlia in a brilliant molten copper tone with light tango showing in the reverse of the twisty petals. They face up and out on exceedingly long stems. The foliage on the four-foot bush is dark green, long and large. This dahlia is striking in massed plantings, and is lovely for arrangements. The colors blend beautifully with the bronze of fall foliage. .\$.2.00

PEGGY CHILDS f.d. (Floristan Gardens)
Bloom 10" x 4". Bush 6'.

A very striking, deep, sea-lavender violet with no suggestion of pink. A glimpse of white shows at the petal base. The vigorous foliage is forest green and of average breadth. A 1948 Introduction which is giving good performance both in the garden and as a cut flower. .\$.3.00

ROCKLEY MOON f.d. (Morgan)
Bloom 7" x 4½". Bush 5'.

A clear sunshine yellow with rounded tight center and large broad round florets. The flower faces out—an old dahlia but a beautiful one. It's our favorite yellow. .75c

ROUGE BOUQUET c. Bloom 8" x 4".
Bush 6'.

A gorgeous pigeon-blood red with a suffusion of royal plum at the tips, and an introduction of orange at the base of the petals. This striking flower has long, fully revolute, loosely placed petals and an exceedingly high crown. The dense foliage is particularly graceful and lacy. .75c

ROYAL PENNANT i.d. (Fenton-Kemp) Bloom 10" x 6".
Bush 5'.

Rich, lush royal purple which does not sunfade. The color is constant. The broad pointed petals twist and are loosely placed. Center is high and deeper in tone. Flower faces out and up. A good cut flower and an excellent garden variety. Not early but good. .75c

RUTH WHITE FRATT f.d. (Floristan Gardens) Bloom 7" x 4". Bush 5'.

A fresh tawny buff with a delicate pink sheen. The many petals are pointed and fit snugly in a tight, compact, very formal rounded bloom. The foliage is stiff and

heavy. Laterals are well placed. This is another of Floristan Gardens' dahlias with all the wonderful qualities we are proud to present. Excellent for mass plantings as well as cut flowers. (See illustration below.) .\$.1.00

SALBACH'S WHITE f.d. Bloom 6" x 3". Bush 6'.

This is an old standby for florists. The very formal, waxy white saucer-like blooms with their even compact petals are wonderful cut flowers. They are very useful in wedding arrangements and for use in formal rooms. .50c

SUZANNE DIMM f.d. (Floristan Gardens) Bloom 9" x 5".
Bush 6'.

A 1946 Introduction of which we are proud. The color is a warm buff with an orange tone. It softens to a tan at the petal base. All the colors deepen at the center of the bloom. It is an especially fine cut flower and lasts for days on the bush in the garden. The blooms face out and up on very long stems. The medium sized foliage is leathery and stiff. A heavy producer. .\$.1.00



Arrangement by Mrs. Ralph C. Parkhurst of the dahlia RUTH WHITE FRATT with Pine branch and Camelia foliage in a low brownish gray bowl with a similar toned rock as accessory. Illustrating use of large dahlias. Photograph by Walter R. Dimm.

SYLVIA JOHNSON f.d. (Franklin Gardens) Bloom 5" x 4". Bush 4½'.

This dahlia gives a wealth of compact sunshine yellow bloom, early and late. The petals are round and lay over each other like fish scales, rounding back almost to the long, strong stem. This is a new dahlia and one we believe will make a place for itself. .\$.1.00

TOMOSUS, JR. f.d. (Floristan Gardens) Bloom 6" x 4".
Bush 7'.

If you look closely you can see three rings, like a target, in this beautiful dahlia's face. The center is tightly folded into a rounded ball; the next ring of three or four rows

of florets are slightly unfolded and quite volute. The outer ring is like a frill made up of only slightly volute petals. The exquisite clear bright golden daffodil yellow color seems to come from behind and through the bloom. **A 1947 Introduction** which we think is delightful...\$1.00

TOWER'S EMPIRE i.d. Bloom 8" x 6". Bush 7'.

The imperial yellow of this old favorite, has an apricot flush. The flower rounds back when in full bloom. Very good for cutting. The foliage is heavy but lacy....75c

YELLOW SATAN c. Bloom 12" x 4". Bush 5'.

A very attractive light lemon yellow cactus with darker similar toned yellow in the veins. As striking in size, color and beauty as Satan, and as great a favorite..75c

IF YOU LIKE THE SMALLER DAHLIAS, WE RECOMMEND THESE

BETTY BERNEY min. f.d. (Floristan Gardens) Bloom 3½" x 2". Bush 4'.

A clear red that does not sunfade. A brilliant scarlet. The petals are pointed, the bloom and bush very compact. Graceful plant that blooms freely.....50c

BLACK DAVE semi-dup. (Floristan Gardens) Bloom 2½". Bush 5'.

This hybrid of Black Cosmos and a Zulu dahlia has foliage and stems so very deep a plum that they look almost black. The foliage is exceedingly lacy and fernlike and is beautiful in itself. The very bright velvety red petals form a striking flower. Only the outer ring of the disc ray throws a halo of ruby-marked yellow antlers; the balance of the disc ray is tightly closed and a deep garnet. A profuse bloomer and a very interesting and charming little flower.....\$2.00

CHEERFUL single. (Floristan Gardens) Bloom 2". Bush 2½'.

Pure yellow — clear, one-toned, warm but pure yellow, with a deep gold center. It makes a mass of brilliant bloom when used in a bed by itself or in a border. It's one of the first to bloom and keeps it up all season. **A 1947 Introduction** that we especially like.....50c

CLIO s.c. Bloom 3½" x 2". Bush 3'.

There is a suffusion of cream at the base of the sea shell pink petals. The bloom is mushroom shaped. Very attractive both as a garden and a cut flower.....75c

CORONNE f.d. Bloom 2" x 1½". Bush 3'.

The waxy white petals of this very old favorite unfold like gardenia petals. In fact, the bloom looks like a gardenia. This profuse bloomer withstands sun and rain — a very hardy little flower. Ideal for corsages, bride's bouquets, wedding centerpieces, and altars.....75c

CORTIE R. min. f.d. (Floristan Gardens) Bloom 2½" x 1". Bush 2'.

The tiny tight center of this gay little dahlia is a bright dandelion yellow. The small neat petals blend, as they open, into buff then coral. This is a good massing type. A profuse bloomer all season. The bush is compact and nicely shaped. **A 1948 Introduction**.....\$2.50

DOREEN CRANE c. Bloom 2½" x 2". Bush 2½'.

The orange buff of the long spidery florets have a gold sheen. This dahlia attracts attention in the garden. It is a prolific bloomer. A good type for the border....75c

DOT o. (Floristan Gardens) Bloom 3½". Bush 4'.

The surface of the long petal is a silvery white shot with the rose fuchsia of the reverse and deepening to fuchsia on the roll. The roll of the petals is complete with edges tucked completely under. Stems are exceptionally long and strong even for Floristan Gardens' standards. This is a graceful and gay flower for arrangements....75c

DREANA DARLENE o. (Floristan Gardens) Bloom 3½". Bush 4'.

About a third of the surface of the tightly involute petal shows and is old gold with the tomato red of the reverse blushing through in the petal folds.....\$1.00

FAIRY min. f.d. Bloom 3½" x 2½". Bush 4'.

A brilliant pink with the honey tone at the base of the open, spoon-shaped petals showing in a scintillating pattern. The high, tight center is a folded, bright lavender. A pretty garden flower and good for cutting. 50c

FRANCES NORQUIST min. f.d. (Floristan Gardens) Bloom 3½" x 3½". Bush 3'.

A very deep rich pink. The freely placed, narrow graceful petals, the exceptionally high center, the long stems and wonderful keeping qualities make this an especially fine cut flower for arrangements and bridesmaid bouquets. This is a very early variety. We've had it bloom 26 days after planting. Produces quantities of flowers from early to late. Good for massing.....\$2.50

GRANITE FALLS coll. (Found in a garden near Granite Falls, Wash.) Bloom 2½". Bush 5'.

Scarlet, tipped yellow, with a yellow collar. This is an old flower that has never lost prestige. A gay, rollicking little bloom that puts laughter in your garden.....50c

HELEN S. dup. (Floristan Gardens) Bloom 2½". Bush 5'.

This dazzling red has a brownish bronze center and does not sunfade. The decorative dark green foliage is very lacy. A hybrid between Black Cosmos and the dahlia FAIRY. **One of our 1947 Introductions** in which we have a good deal of faith.....\$1.00

JACK BE GAY single (Floristan Gardens) Bloom 2". Bush 5'.

A dark rich velvety red with a ruby bronze center. Another new red that does not sunfade. The foliage is so lacy and decorative that this dahlia would be an ornament in the garden if it didn't have a flower. A cross between Black Cosmos and the dahlia DOT. **A 1947 Introduction**. Growing in popularity.....\$1.00

JUNE ST. CLAIR min. f.d. (Floristan Gardens) Bloom 3½" x 2½". Bush 4'.

A lovely, exceptional shade of coral and buff. A very formal miniature dahlia with a tightly curled center and wonderful long stems. A most profuse bloomer furnishing flowers for cutting all season long.\$1.00

Le ANN H. f.d. (Floristan Gardens) Bloom 2½" x 1½". Bush 3'.

This wee dahlia is a true light pink in one tone, but with a suggestion of silver under the pink that you almost feel rather than see. The bloom faces up and the bush looks like a huge bouquet all during the blooming season. The foliage is heavy and stiff for the size of the plant. We had the experience of cutting a dozen or so Le Ann one very hot day. We were called away and meaning to come back shortly, lay those we had cut down on the ground. We forgot about them for several middle afternoon hours. When we picked them up they were as perky as when they were still on the bush. We put them in water from the tap without any immersing the stems in boiling water or giving them any treatment, and they lasted a week in a good fresh condition. We think Le ANN H is going places. **A 1947 Introduction.** A heavy root producer.\$2.50



In this arrangement by Mrs. Ralph C. Parkhurst, begonia leaves climb a semi-spiral to reflect and flatter the ruffled, rosy MRS. FRANK GORDON JAMES. A few white mums pick up the white of the Chines compote. Photograph by Roy Leiser.

LITTLE JENNIE s.c. Bloom 3" x 1½". Bush 3'.

The petals of this salmon pink miniature lay close together in very compact formation. Buff shows at the back of the florets and suffuses their edges. A very striking little flower.75c

MARJORIE single (Floristan Gardens) Bloom 2½". Bush 5'.

A bright, shimmering pink overlays and blends with the gold which shows, clear and bright, in a halo around the disc ray. This dahlia is a great favorite with all who see it growing in our gardens. Strong stems.50c

MARY'S BABY single (Floristan Gardens) Blooms 2½". Bush 4'.

The petals of this **1947 Introduction** are a brilliantly rich rosy pink. It's the bright pink of the pink in beet leaves, or the vivid pink in some begonia leaves. There's a suggestion of gold, more like a dusting over the surface than in the color itself. This dahlia blooms from early in the season to frost. It's delightful in the garden.\$1.00

MRS. FRANK GORDON JAMES min. f.d. (Floristan Gardens) Bloom 3½" x 2½". Bush 4'.

A true pink—a brilliant flower. Very formal, evenly placed petals. Exceedingly long stems. This dahlia can be cut in the half-opened state and shipped long distances. Will open in water with undiminished rich color and full size. Bushy plants with well placed laterals. One of our own favorite miniatures, and particularly valued by florists for its sturdiness and beauty...\$1.00

MRS. STEPHEN CONWAY cos. (Floristan Gardens) Bloom 2". Bush 4'.

A charming small maize yellow dahlia shaped like a cosmos and with the characteristic cosmos staghorn petals. A new type of which we are exceedingly proud. Especially graceful and pretty in arrangements. The foliage is also unusual and resembles holly sprays. .50c

MY DELIGHT f.d. (Floristan Gardens) Bloom 3" x 2". Bush 3'.

The North End Garden Club of Seattle named this **1947 Introduction**. The color is scarlet — lovely, rich scarlet, but the interest lies in the feeling of movement given by placement of the petals. These are very long and sweep back from the tight, high pointed center, almost to the stem. It's a mass of scarlet the whole season.\$1.00

NINE O'CLOCK min. f.d. (Floristan Gardens) Bloom 2½" x 1½". Bush 4½'.

This is the brightest of clear reds with an odd characteristic. 95% of the blooms have one slender hair line of bright yellow, which is usually in the position of the hour hand at nine o'clock. The petals are exceptionally broad and free for such a small flower, giving it the look of a soft rosette. The center is exceedingly tight, the stems, very long. This dahlia has substance...75c

PAT DELSMAN o. (Floristan Gardens) Bloom 3½". Bush 4'.

The silvery surface of the tightly involute petals shows only in a halo around the disc ray. The reverse of the staghorn petals is a beautiful shade of naphthalene purple with a rosy cast. A beautiful flower.75c

f.d.	formal decorative
i.d.	informal decorative
pom.	pompon
cos.	cosmos
c.	cactus

s.c.	semi-cactus
o.	orchid
single	single
dup.	duplex
ba.	ball

an. anemone
coll. collarette
p. peony
min. miniature—any type
under 4 inches in diame-
ter excluding pompons.

FLORISTAN GARDENS

BELLEVUE, WASHINGTON

Name _____

R. D. or Street _____

Post Office _____ Zone No. _____

Express or Parcel Post

State

QUANTITY	DESCRIPTION	AMOUNT
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DESCRIPTION

AMOUNT

WASHINGTON CUSTOMERS ADD 3% SALES TAX.

TOTAL

AMOUNT FORWARD

We ship after April 15th unless otherwise requested.

Please Read Before You Order

OUR PROMISE:

All dahlia roots shipped by FLORISTAN GARDENS are guaranteed to be as named, healthy and with a vital eye. While we cannot guarantee your growing conditions, roots that fail to start within three weeks will be replaced if returned promptly to us. We will not make substitutions unless authorized.

PLEASE ORDER EARLY:

To be certain that you secure the dahlias you particularly want it will be wise to order early as we will fill orders in rotation and some roots are limited.

TERMS:

Please send cash with order or 25% deposit, balance at shipping time. We do not send C.O.D. Retail orders over \$3.00 sent post paid. Please add 10 cents for packing to orders under \$3.00. Please do not send us postage stamps in payment.

SALES TAX:

Washington customers please include 3% State Sales Tax. Not necessary for out-of-State customers.

PLEASE:

Write your name and address plainly. If your city is zoned, please give zone number.

WE WILL SHIP:

Your order at the proper time for planting in your locality unless otherwise instructed by you.

CULTURAL DIRECTIONS:

Including FLORISTAN GARDENS' method of planting without stakes will be included with order and also directions for preparing blooms for exhibition.

AN INVITATION

You are cordially invited to visit Floristan Gardens when our dahlias are in bloom. They are at their peak in late August, September, and early October. We are at home every Sunday between eleven in the morning and seven-thirty o'clock in the afternoon. Other days we will be happy to make an appointment if you will send us a card.

DIRECTIONS

From Shopping Center, the new addition to Bellevue on the east shore of Lake Washington, drive about two miles east on the Redmond Road to 134th N.E. Turn north here (left) to N.E. 16th St. (a distance of about two blocks). Turn west (left again) on the blind road, and—Floristan Gardens.

OUR FRAGRANT DAHLIAS

We had a run on our fragrant dahlia, BESSIE BLAKE, due to publicity in a national magazine, The Flower Grower. As a result, we shall have to withdraw it from our list for a year or so, until we can build up the stock. JEAN'S BABY, a new dahlia which we hope to bring out in 1949, is also delightfully fragrant, especially in the sun. We expect also, to include Ballego and Zonen's fragrant dahlia, Nagel's Welriekened in our collection to be offered either in 1949 or 1950. Watch for these. They are worth waiting for.

[illegible]

We ship after April 15th unless otherwise requested.

PEARL R. o. (Floristan Gardens) Bloom 3". Bush 2'. Pure, pearly white. A charming little flower for set arrangements. Flowers lift high above compact bush. The smallest of our orchid flowering dahlias.....75c

RENEE min. s.c. (Meneghel) Bloom 2" x 1½". Bush 3'. An exquisitely dainty, long and narrow petaled little flower, straw yellow at the center and blending into a warm buff with pinkish tones. A delightful flower for small arrangements. A profuse bloomer.....50c

SALLY min. f.d. (Floristan Gardens) Bloom 3" x 1". Bush 5'.

This golden yellow, very striking little flower has exceptionally broad, very pointed petals, that stand out from the high center, like points of a star, with open spaces in between. If you once grow this dahlia in your garden, you will never want to be without it. **A 1948 Introduction** we think is tops.....\$2.50

SHIRLEY GORGEN min. double cos. (Floristan Gardens) Bloom 2". Bush 2½'.

A delicate peach yellow with seven to 10 rows of stag horn florets that seem to be shirred in even, dainty rows around the bright disc ray. A charming dahlia...50c

SKIPPER col. (Floristan Gardens) Bloom 3". Bush 6'. This very unusual dahlia is a silvery white, splashed with rose pink and lavender. Unusual, because it has a double row of white petaloids as long as the florets, giving the bloom an exquisitely graceful and feathery appearance. Both petals and petaloids show green gold at the base. We frequently have stems three feet long without special cultivation. A tall attractive plant. Unexcelled for gardens or cutting. The finest collarette we have produced, or seen anywhere.....\$1.00

VARITY WADSWORTH f.d. Bloom 3" x 2". Bush 4'.

The very formal florets of this bright yellow dahlia fit snugly and close. An excellent flower for bouquets. 50c

VIVACIOUS o. (Floristan Gardens) Bloom 3½". Bush 4'.

The petals of the mature bloom are a golden flesh tone, suffused with suggestions of coppery pink around the prominent green gold disc ray. When it first opens, the flower is a bright lemon yellow. It is fascinating to watch the colors change in the space of hours....\$1.00

VIVIAN o. (Floristan Gardens) Bloom 3½". Bush 4'.

A dark poinsettia red of one shade throughout and with petals loosely involute. A pretty and graceful little flower with exceedingly long sturdy stems.....\$2.00

WINE DROP min. f.d. (Kanouse) Bloom 2" x 1". Bush 2½'.

Wine red with a purple cast. Short broad petals that lay flat and snug. A very high center for such a small flower. Bush is compact and blooms constantly so that this dahlia is delightful used for mass plantings as well as wonderful for cut flowers in arrangements..50c

GROW POMPONS FOR YOUR ARRANGEMENTS

BABY BETH pom. (Floristan Gardens) Bloom 1½" x 1½". Bush 3'.

An exquisite pure white that does not yellow and that has substance and stamina to stand abuse. Slightly quilled, pointed florets. Very compact. We've used this most successfully in wedding bouquets. It holds up out of water for hours. Good garden flower too. Profuse bloomer. Bush is sturdy with well placed laterals.\$1.00

CONNIE PATTERSON pom. (Floristan Gardens) Bloom 1½" x 1½". Bush 2'.

A pure white with a delicate honey colored cast at the base of the florets. Very even and formal. This is another charming dahlia we've successfully used for wedding bouquets and arrangements. Will stand up fresh and lovely for hours out of water. Will tolerate any soil or weather condition. Will bloom profusely anywhere. An exceptionally wonderful flower for which we cannot say too much. See illustration.....\$1.00

The following Pompoms are 50c each:

ATOM, orange red.

BABY, white flushed lavender.

BANTAM, bright red.

DORIA, purple maroon.

GLOW, old rose.

GOLDIE B., old gold.

HAZEL DELL, pink, cerise-edged.

HELEN ANITA, lavender, white eye.

JOE FETTI, white.

LITTLE EDITH, yellow, edged red.

MINNIE MILLS, orchid rose.

NELLIE FRASER, light pink, edged deeper pink.

PATRICIA K., white, flushed orchid pink.

We Have Attractive GIFT CERTIFICATES

Why Not Use them for
Easter, Mother's Day, Dad's Day, Birthday and
Christmas Gift Giving?

THEY'LL BE BACK NEXT YEAR

Some favorite dahlias are not listed in our catalog this year but we hope to bring them out of temporary retirement next year. Frankly, they were too popular and we oversold our stock and must rebuild it. Of the large dahlias two 10-inch formal decoratives, AUDREY and NEVA AIREY HARRIS, and of the miniatures, BESSIE BLAKE, mentioned elsewhere, BOB HARRIS, EVELYN and HELEN HERRICK MALSED lead the list of temporary absentees. You may miss other favorites. But they'll be back. FLORISTAN GARDENS does not list any dahlia it expects to drop after a year or so. Dahlias listed in our catalog are worth growing and offering to the public year after year.

IF IT'S A FLORISTAN GARDENS CREATION, IT HAS A STRONG, VITAL STEM

BEGINNER'S COLLECTION

If you are more interested in colorful blooms and plenty of them rather than in growing named varieties, we recommend these collections. You can depend on the dahlias included. They are our very good varieties but are from extra and odd lots and we save time by not naming them for you. No two alike.

COLLECTION NO. 1

Large Varieties—Good Garden Types

8 roots \$3.00

12 roots \$4.50

COLLECTION NO. 2

Charming Small Varieties—Delightful in Arrangements and Gardens Too

8 roots \$3.00

12 roots \$4.50

Try One of Our Color Harmonized Collections

Each collection includes named dahlias that blend in perfect color harmony, but which are varied in type. These collections will furnish enough bloom in a similar color to make an effective mass display in your garden, and will give, in beautifully blended shades, rich cutting material in varied forms and sizes.

ANY OF THESE COLOR HARMONIZED COLLECTIONS

6 ROOTS, \$5.00

- 6 Cheerful Reds
- 6 Sunshine Yellows
- 6 Royal Hues (Lavender-purple)
- 6 Lovely Whites
- 6 Delightful Pinks



DOT
SKIPPER

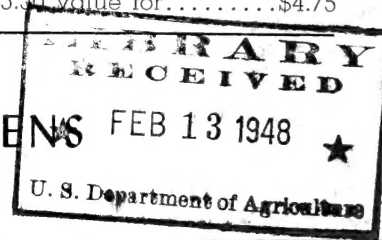
DREANA DARLENE
PAT DELSMAN
VIVIAN

THIS SPECIAL COLLECTION OF THESE 5 FLORISTAN
GARDENS MINIATURES \$5.50 value for.....\$4.75

FLORISTAN GARDENS FEB 13 1948

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BELLEVUE, WASHINGTON

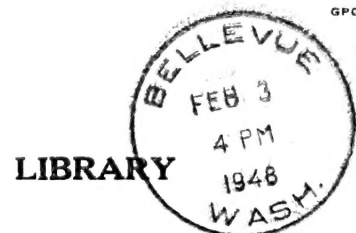


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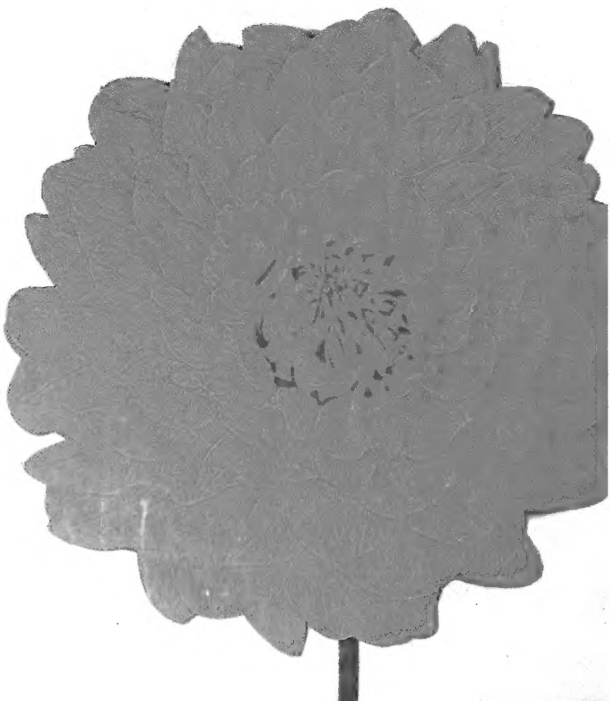
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